



## **Blue Jay Wireless, LLC**

Blue Jay Wireless, LLC is an eligible telecommunications carrier (ETC) headquartered in Addison, Texas near Dallas. Blue Jay was formed in March 2012, employs approximately 50 full time employees and 300 agents nationally and is authorized to provide Lifeline services in 16 jurisdictions: Arizona, Colorado, Hawaii, Kentucky, Michigan, Minnesota, Missouri, Nevada, Oklahoma, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Texas, Wisconsin and Utah. We intend to expand nationwide.

Blue Jay is a prepaid wireless telecommunications company that targets the under-banked and low-income consumer demographic in the United States with both Lifeline and non-Lifeline services. Blue Jay was founded on the belief that everyone should have access to the safety and convenience of wireless service. Blue Jay provides affordable prepaid wireless service including basic voice and text services with options for data upgrades all on nationwide networks. Blue Jay's products and plans are specifically geared toward serving lower income communities (including lower income Spanish speaking communities) as reflected by its service models, pricing plans and bilingual customer service support. Blue Jay has an established track record of working within the communities it serves to create jobs and provide employment opportunities to those who need them the most. As an example, to date, Blue Jay has employed over 20 people from the Samaritan Inn, the largest homeless shelter in Collin County Texas, who have graduated from homelessness to employment.

### **Blue Jay Lifeline beneficiaries tell their stories about transitioning to employment:**

"I had been struggling to find work before I received my Blue Jay Wireless phone. I had no number to put on my applications and had to tell potential employers that I did not have a phone. Once I obtained the phone, I updated my resume to include my number and immediately started receiving calls back. Within one month, I obtained full-time employment. Thank you Blue Jay Wireless for helping me and my family!" (Denise)

"I was introduced to Blue Jay Wireless in 2013 while residing at the Samaritan Inn.\* I was brought on as a temporary employee and was offered a full-time position one week later. I could tell immediately that I was embarking upon something special. The company has renewed my confidence in the old saying "hard work pays off." I am looking forward to being part of the team for years to come!" (Jeremy)

"I became a customer of Blue Jay when my family and I fell on hard times and had to enroll in SNAP. The service was a godsend as we could no longer afford the monthly payments we were making for our existing prepaid service. After being hired as a Blue Jay agent, I have been able



to support my family. And now I get the opportunity to make a difference in someone else's life by providing others in need with affordable phone service!" (Jerardo)

"I applied for a job with Blue Jay through Larimer County Workforce in Colorado. I was attending Employment First job training where Blue Jay presented their Lifeline service offerings for qualified customers. What I enjoy most about working for Blue Jay is having the opportunity to meet and hear the stories of so many people from diverse backgrounds whose lives will be improved by having this phone service." (Greg)

## Overview of who we are and what we do:

Global Connection Inc of America, of Norcross GA, was founded in 1998. We have approximately 110,000 wireless and 20,000 wireline customers. Our wireline brand is Real Home Phone and our wireless brand is Stand Up Wireless. We currently employ 55 people, and, through partners, support another 45 US jobs. We currently serve customers in twenty nine states: Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Carolina, Ohio, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Tennessee, Texas, Utah, West Virginia and Wisconsin.

Our Wireless and Wireline  
phone service brands



## GCIOA stands out in several important ways:

- We are one of the few Lifeline providers that offer customers a choice between home phone and wireless service, depending on their unique needs.
- We take pride in our "A" rating from the Better Business Bureau.
- To better serve our customers, we utilize American based call centers, providing dozens of U.S. jobs.
- Stand Up Wireless believes it is critical to integrate closely with the communities it serves and has instituted a "For the community, In the community, With the community" strategy. In support of that, we established company branded, brick and mortar locations in multiple states including Arizona, Georgia, Louisiana, Maryland, Ohio, Pennsylvania and Wisconsin. In addition to providing local employment, these outlets allow for face-to-face customer sales and service. We have found that this environment is especially valuable to our more senior customers as they benefit from hands on instruction on how to best use our products.
- Global understands that customers' requirements are continually evolving and that Internet access is a critical, and growing, need. That is why we are launching new data-enabled prepaid products through a network of up to 20,000 retail locations in lower income areas. On all of the products, eligible consumers will be able to apply Lifeline discounts after appropriately enrolling in the program. Under this program, customers will be able to purchase an Internet enabled smartphone for \$45.00 and have voice, text and data service for as low as \$7.95 per month (plus tax and after the Lifeline discount).
- Global is the proud sponsor of the holiday food drives and sports and dance teams of Omaha, Nebraska's Wakonda Elementary School (Go Wildcats!), inner-city basketball in Atlanta, the Gwinnett County Georgia Latino Food Drive and Cultural Expo and Autism Speaks in Philadelphia.



Lifeline makes a difference  
in our customers' lives




**StandUP  
Helped  
Susan B.  
To Succeed!**

*"I became a StandUp customer in February of 2013. I am delighted with the service. My two grandsons have asthma. More than once the pre-K or elementary school has called me on my StandUp phone to alert me that the asthma was acting up so I could take them home to their machine that provides breathing treatments. That would not have been possible in the year before receiving my Lifeline phone as I did not have phone service."*





**StandUP  
Helped  
Laurell H.  
To Succeed!**

*"Well, StandUp Wireless has helped me out a lot. I enrolled into school at AIU taking up Criminal Justice and my StandUp phone helped me complete the process. I have also been able to keep up with my children's doctor, dentist, etc appointments."*



## Our retail locations





i-wireless LLC (doing business as Access Wireless) is an eligible telecommunications carrier (ETC) headquartered in Newport, Kentucky, just outside of Cincinnati, Ohio. The Company provides wireless service in all fifty States and is an approved ETC for the Lifeline program in 34 states and the District of Columbia. i-wireless serves approximately 825,000 Lifeline customers nationwide.

Founded in 2005, i-wireless activated its first customer in 2006, and received its first Lifeline ETC designation in 2011. The company directly employs 65 full-time and 20 part-time/contract staff. In addition, our outsourced call center, IT, compliance and accounting vendors employ the equivalent of 110 full-time employees on our behalf.

As a subsidiary of The Kroger Company, the nation's largest traditional grocery retailer, i-wireless is uniquely positioned to serve the needs of a large population of Lifeline-eligible Americans.

Operating over 2,500 grocery stores across 31 states and hundreds of small communities, Kroger serves millions of customers that are participants in other entitlement programs, with a strong concentration in both the Supplemental Nutrition Assistance Program (SNAP) and Medicaid programs. Educating these customers about the availability of Lifeline and then providing them with a convenient method of securing the service is a valuable public benefit and a distinct competitive advantage.

The company is strongly determined to provide its customers with the highest-quality Lifeline experience, and it does so by adding value in ways unique to our core grocery retailing relationship. As an example, today this includes providing free and discounted food as a reward for loyalty, loaded in the form of an electronic coupon on the customer's loyalty card and redeemable in-store.

In the future we intend to expand upon this experience, providing our Lifeline customers with access to expanded nutritional information, proprietary grocery savings and free samples, and discounts or free access to a number of other related categories (including fuel, education, financial planning and services, and healthcare).

## **Access Wireless Lifeline beneficiaries tell their stories about:**

**Getting a job.** “I’m a young Army veteran and a single father. I joined the service when I was 19 as a way to provide for my family. I’ve served for 6 years including tours in South Korea, Japan, Germany and Afghanistan. I income-qualify for Lifeline service. Since returning home, I’ve settled in a remote area of Nevada. I find occasional work as a freelance mechanic, but am struggling to find full-time employment. I use my Lifeline phone on my resume when applying for jobs and as a way to keep in touch with my family members that live far away.” (Brian S., Nevada)

**Keeping a job and coordinating childcare.** “I’m a single Mom. My son’s father died of a drug overdose and I’m [on] my own trying to support my little boy and I. I work part-time in a call center and rely on family members to help me with childcare. When I get the chance to work overtime and make more money, I use my Lifeline phone to call friends or family and ask for additional help in watching my son. We need the extra money, so it’s important that I don’t pass up those opportunities to earn some extra cash.” (Amy R., Kentucky)

**Serving clients.** “I used to work in a beauty shop, but I couldn’t afford the rent any longer so now I cut hair out of my apartment. My clients need a way to contact me to schedule appointments. I rely on my Lifeline phone so that they can reach me. If they call and I’m not available, they’ll go somewhere else.” (Charlene P., Arizona)

**Emergencies.** “I am a single Mom of four boys. I have used my Lifeline phone to call 911 on two separate occasions. Once when a field next to our home caught fire and once when my 6-year old had a fishing lure hooked in his leg. I was able to quickly call for the paramedics. I’m so thankful to have my Lifeline phone.” (Juanita E., Tennessee)

“I called 911 from my Lifeline phone because my friend went into a diabetic coma. She was rushed to the hospital and in ICU for over a week.” (Melissa E., Georgia)

**Healthcare.** “I have a fixed income and can barely afford to pay for my medication every month. My daughter lives out of town and my Lifeline phone is the only way that I have to stay in touch with her. I also use it to make my doctor’s appointments and get my prescriptions refilled at the pharmacy.” (Henry T., Colorado)

**Family.** “I am a[n] elderly caregiver and am trying to pursue an education while balancing a full-time job and the needs of a family. Having a Lifeline phone allows me to check in to make sure my son got off the school bus okay and made it home safely. I can also check in to make sure that my ailing Mother is doing ok.” (Charese M., Indiana)

“I am a single Mom with three kids. My ex-husband does not pay child support and I am solely responsible for taking care of our children. I clean houses and offices to make a living, but I need to know where my kids are and that they are okay when I’m working.” (Carol S., Colorado)



## **Telrite Corp.**

Telrite Corp. (doing business as Life Wireless) is an eligible telecommunications carrier (ETC) headquartered in Covington, Georgia. Established in 2010, Telrite employs 503 people. Under our Life Wireless brand, we provide Lifeline services in 29 jurisdictions – Arizona, Arkansas, Colorado, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Kansas, Maine, Maryland, Michigan, Minnesota, Missouri, Nevada, North Dakota, Ohio, Oklahoma, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Texas, Utah, Vermont, Washington, West Virginia and Wisconsin. Life Wireless serves approximately 620,000 Lifeline customers nationwide.

Life Wireless' mission is to drive awareness and availability of the Lifeline program to underserved markets across the U.S., in order to reach those most in need of affordable phone service. Our field representatives organize sales events in the community, often partnering with local nonprofit organizations, helping Life Wireless reach Lifeline-eligible populations overlooked by other Lifeline companies that rely predominantly on advertising (internet, outdoor, mail, etc.) to attract eligible subscribers.

Life Wireless is proud to be a part of the Lifeline program and help those most in need stay connected to loved ones, employers, medical providers, and emergency service providers. Life Wireless is committed to preserving the integrity of the Lifeline program and has been an industry leader on compliance issues. For example, the company has developed a gold standard for training and compliance, including mandatory training for field representatives through Life Wireless University, real-time monitoring of all enrollment locations and activity for any anomalies, and unscheduled photo audits of enrollment locations to ensure proper placement of required disclosures and orderly appearance of the enrollment site and field representatives.

Life Wireless has attended 12 Hiring Our Heroes events across 8 states in 2014. Hiring Our Heroes, a program of the U.S. Chamber of Commerce Foundation, was launched in March 2011 as a nationwide initiative to help veterans, transitioning service members, and military spouses to find meaningful employment opportunities. In addition to Hiring for Heroes, Life Wireless actively works with the Goodwill of North Georgia and its First Choice Veterans employment program to staff its Marietta, GA network operation and customer service centers. Life Wireless currently has over 30 veterans on its active field representative roster.

### **Life Wireless Lifeline beneficiaries tell their stories about:**

**Getting a Job.** "I have a 2 year old son and I am currently expecting my second child. I am also taking care of my mother. Recently I have been searching for a job. Before I had this phone I would have to write down contact numbers of family and friends on job applications in hopes that potential employers would somehow be able to contact me. Within just a few short weeks of receiving this



phone I was able to retain employment. Without this phone, it would not have been possible to get this job and help support my family. I am extremely grateful for this service.” (Brandy W.)

“This is very helpful without my phone I could not make the phone calls to inquire about employment. I just received a call about an hour ago from an employer to schedule me for an interview. Without this phone that would not have been possible. This service has been very helpful. This phone is a blessing.” (Edward B.)

**Healthcare.** “This has helped a lot with doctors for me and my husband. My husband has blood issues and I am a diabetic. It has helped me be able to talk to the doctors and make appointments for me and my husband. He has to go to the doctor several times a week for blood thinning medicine. We are both looking for a job right now so this cell phone helps with that too. I would not be able to talk to my doctor if it weren’t for this phone.” (H. Rodriguez)

“I use my lifeline to make doctor appointments and to help with my 78 year old grandmother. My grandmother suffers from arthritis. She fell just the other day and she was able to call me on my phone so that I could come over and help her get back up. This phone also allows me to communicate with my children so that I know they are all safe.” (Shandia S.)

**Veteran’s Care.** Tim is a six-year veteran of the U.S. Air Force who is now wheelchair-bound after suffering from Lyme disease. He uses his Life Wireless phone to stay connected in case of emergencies and remain an active member of his community. “Before I had the phone, I would be stranded without communication if something was to go wrong and I was away from home. Regular cell phone plans are so expensive they are beyond my reach, but the Life Wireless phone keeps me rolling,” says Tim. “It’s become a link for me to live a higher quality life. I’m a much more active member of my community than I was before I had the Life Wireless phone.” (Tim H.)

**Emergencies.** Maria, a single mother from Chicago, used her Life Wireless phone to call 911 when she was assaulted. She credits the phone with saving her life. She also used the phone to contact a domestic violence center, where she found safe temporary housing. “There are two single mothers at the Rescue Center where I am staying that have do not own cell phones,” she said. “We are going to help them get a Lifeline phone for their safety in emergency situations also. I strongly believe this program.” (Maria R.)

“We had a family emergency. My daughter went into premature labor and had to deliver my grandson via emergency C Section at 29 weeks. He was born weighing 3lbs 8oz so he is in the NICU. Having this phone has allowed me to be able to communicate with my daughter while she was in the hospital, stay informed on the progress of my grandson and arrange for my granddaughter to be cared for while her mother is with my grandson in the hospital. We live in separate cities so communicating over the phone is very important. Having this phone makes it possible for our family to connect and create [a] strong support system for each other during this difficult time.” (Margerei B.)



## What is industry doing to preserve the integrity of the Lifeline program?

**Lifeline Connects** is a coalition of ETCs that have joined together to preserve the integrity of the Lifeline program through education and engagement with policymakers and the public. The coalition has highlighted the program's effectiveness in connecting veterans, the elderly, single mothers and other low-income Americans to job opportunities, healthcare providers, schools and emergency services.

- We go above and beyond FCC rule requirements and USAC audits to screen for and block duplicate enrollment attempts by unscrupulous individuals seeking to obtain more than one Lifeline benefit.
- Prior to the implementation of the FCC's national duplicates database, we voluntarily participated in a CGM-created pre-enrollment Intercompany Duplicates Database (IDD) that blocked more than 375,000 suspected duplicate enrollment attempts, saving the USF an estimated \$50 million annually.
- In June 2013, we filed a petition with the FCC proposing further reforms to the Lifeline program. Due to regulatory and market changes that have occurred since that time, we filed a revised list of proposals in April 2014, which includes six core measures that should be the centerpiece of further Lifeline reform:
  - Retaining copies of eligibility documentation;
  - Establishing minimum standards for state Lifeline eligibility databases similar to the minimum standards that the FCC established for state duplicates databases;
  - Establishing a safe harbor from enforcement action for alleged duplicate enrollments for any Lifeline subscribers that have been submitted to the national duplicates database or a similar state database;
  - Requiring non-commission based review and approval of enrollments regardless of where the enrollment takes place;
  - Establishing a "shot clock" time period for FCC review and approval of petitions for ETC designation, compliance plans and to complete audits; and
  - Allowing wireless reseller ETCs to define service territory based on zip codes of underlying carrier coverage and disassociating wireless ETC service territory from wireline carrier territories like exchanges and wire centers.

## **Telrite, i-wireless, Blue Jay Wireless and Global Connection: Working Together to Preserve the Integrity of the Lifeline Program**

### **What is Lifeline?**

A Universal Service Fund program established by the FCC in 1985, and expanded to wireless in 2005, to make phone service more affordable for low-income Americans. Eligible Telecommunications Carriers (ETCs) receive disbursements from the FCC for service provided to beneficiaries (\$9.25/month/person).

### **Who is eligible for Lifeline?**

Recipient must meet the following criteria:

- Income at or below 135 percent of the federal poverty guidelines, or
- Participation in federal assistance programs such as Medicaid, Supplemental Nutrition Assistance Program (SNAP), Social Security Income (SSI), Federal Public Housing Assistance, Temporary Assistance for Needy Families (TANF), National School Lunch Program, or Bureau of Indian Affairs General Assistance.

### **What has the FCC done to reform Lifeline?**

In February 2012, the FCC adopted a major package of reforms designed to address concerns over waste, fraud and abuse of the Lifeline program. The “Lifeline Reform Order” requires:

- Proof of eligibility verification
- Creation of a federal “duplicates” and eligibility databases
- Customer certification acknowledging the one per household rule
- Use it or lose it requirement for certain wireless subscribers
- Annual recertification of eligibility
- Additional auditing of new and large ETCs

FCC estimates reforms saved \$214 million in Lifeline disbursements in 2012 and projected additional savings of \$400 million in 2013.

Today, approximately 14.2 million subscribers are enrolled in Lifeline representing a penetration rate of approximately 38% and total annual disbursements of approximately \$2 billion.

# **Lifeline 2014 Fact Sheet**

## **Lifeline: Enabling Affordable Access to Critical Communications Services for America's Low-Income Consumers**

### **Key Lifeline Facts**

- Established in 1985
- Enables affordable access to critical communications services necessary to connect to jobs, healthcare, emergency services, family and community
- Choice of landline or mobile service
- Paid for by the Universal Service Fund administered by the FCC
- Uniform subsidy per eligible consumer is \$9.25 (+\$25 supplement for Tribal lands)
- Program currently serves 14.2 million subscribers at an annual cost of \$1.8 billion (down from a high of \$2.2 billion in 2012), making it the smallest of the FCC's three major Universal Service programs (E-rate \$2.2 billion annually; High Cost/Connect America \$4.5 billion annually)
- Current participation rate by eligible low-income consumers is approximately 40%

### **Lifeline Eligibility**

- Households at or below 135% of the federal poverty guidelines or participation in other federal assistance programs such as Medicaid, Supplemental Nutrition Assistance Program (SNAP), Social Security Income (SSI), Federal Public Housing Assistance, Temporary Assistance for Needy Families (TANF), National School Lunch Program, Bureau of Indian Affairs General Assistance
- Benefit is limited to one-per-economic-household

### **Lifeline Providers**

- Eligible Telecommunication Carriers (ETCs) are approved by State Public Utility Commissions or the FCC (12 states defer to the FCC for approvals of wireless ETCs: AL, CT, DE, DC, FL, ME, NH, NY, NC, TN, TX, VA)
- 1,450 landline ETCs; 120 wireless ETCs
- 85% of Lifeline disbursements go to wireless ETCs
- Largest wireless ETCs include TracFone, Sprint/Virgin Mobile, Budget Prepay, i-wireless, AT&T/Cricket, Telrite, Global Connection and Blue Jay Wireless
- Typical wireless Lifeline service offering is 250 minutes or texts for "free" after application of the Lifeline discount
- Supplementary voice minutes, text and data are available for a charge
- Wireless ETCs typically provide entry-level handsets free of charge; upgraded handsets are available for purchase
- Many wireless ETCs develop innovative services and programs to support the Lifeline benefit



### **Lifeline Reforms**

- December 2009 NASUCA (National Association of State Utility Consumer Advocates) suggests the need for a duplicates database in light of program growth spurred by adoption of wireless ETC service offerings
- FCC launches rulemaking to modernize Lifeline program rules in 2011
- FCC releases landmark Lifeline Reform Order in February 2012
- Most FCC program reforms take effect in June 2012, including new application, certification and usage requirements, as well as annual recertification by December 2012
- National Lifeline Accountability Database (NLAD) (duplicate screening and identity verification database) successfully implemented in March 2014
- FCC currently considering proposals for additional reforms, including retention of proof and minimum standards for state eligibility databases

### **Lifeline Connects Coalition**

- Members are Blue Jay Wireless LLC, Global Connection Inc. of America, i-wireless LLC, and Telrite Corporation
- Joined together to protect and preserve the integrity of the Lifeline program by educating and separating myths from facts about the program, sharing best practices on compliance and industry self-regulation, and by proposing additional reforms dubbed “Lifeline Reform 2.0” to the FCC
- Lifeline Reform 2.0 proposals include retention of eligibility proof subject to appropriate privacy safeguards, minimum standards for state eligibility databases, establishing a uniform definition of duplicate through an NLAD-based safe harbor, establishing a shot clock for FCC actions to ensure a level playing field conducive to sound program administration and effective competition
- The Coalition members’ commitment to reform was demonstrated by their participation in a 24-company voluntary interim duplicates database self-regulatory solution that blocked 375,000 duplicate enrollments attempts and saved the program over \$4 million per month or \$50 million on an annualized basis

### **Mobile Broadband Is the Future of Lifeline**

- Lifeline is the only one of the FCC’s major Universal Service programs not to focus support on broadband
- Mobile broadband Lifeline service holds the promise of bridging the digital divide for low-income Americans – no other combination offers as much promise to break the cycle of poverty in America
- With the 2012 reforms and the National Duplicates Database now in place, the Lifeline program is on a stable foundation and is ready for its transition to broadband
- FCC has authority to extend to Lifeline program to broadband; pilot programs are under way
- A healthy and robustly competitive Lifeline ecosystem featuring responsible and innovative service providers, well informed consumers and a fair and firm regulator is essential to Lifeline’s transition to broadband

# Lifeline Connects

## *The Truth About Lifeline*

**Myth: The government gives away cellphones through Lifeline.**

**Fact:** The Lifeline program does not pay for phones. It subsidizes the services only.

**Myth: This is just another Obama Administration entitlement program.**

**Fact:** The Lifeline program was created in 1985 under President Ronald Reagan for wireline phone service only. In 2005, Lifeline was expanded under the Bush Administration to include pre-paid wireless service.

**Myth: Cellphone service is a luxury and does not require a government subsidy.**

**Fact:** When the program began in 1985, only 80 percent of low-income households had phone service. Today, that level has increased to 92 percent in large part due to the success of the Lifeline program. According to the Centers for Disease Control, a majority of Americans living in poverty have only a cellphone and no wireline telephone, and over 40 percent of children live in homes with only a cellphone.

**Myth: All you have to do is sign up. There's no real check to see who is eligible.**

**Fact:** All Lifeline service providers are now required by the FCC to verify eligibility of a consumer by verifying income or participation in a qualifying program. A consumer is only eligible for Lifeline if their income is at or below 135 percent of the federal poverty guidelines, or a participant in Medicaid, Food Stamps, Federal Public Housing Assistance, National School Lunch Program, Bureau of Indian Affairs General Assistance, or Head Start.

**Myth: Our tax dollars are used to pay for these discounted phone services.**

**Fact:** Absolutely no federal tax dollars are used to fund the program. Funding comes from the Universal Service Fund (USF) from fees assessed on service providers and customers, which is also used to provide subsidies for rural phone service, rural telemedicine connectivity and public schools and libraries.

**Myth: People can sign up for as many Lifeline accounts as they want.**

**Fact:** The FCC's rules permit only one Lifeline account per household. The FCC and the industry have worked diligently to eliminate duplicate enrollments, and later this year,

the National Lifeline Accountability Database is expected to come online to help prevent duplicate enrollments before they happen.

**Myth: The program ballooned and became fraught with fraud under the Obama Administration.**

**Fact:** Under Chairman Genachowski, major reforms adopted last year to curb waste, fraud and abuse have saved the fund more than \$200 million in 2012 and are projected to save \$400 million in 2013. The fact is that under the FCC's recent reforms, enrollment in Lifeline has leveled off and has begun to shrink.

**Myth: 41% of Lifeline subscribers couldn't demonstrate eligibility or refused to respond to requests for recertification in 2012.**

**Fact:** The FCC found that [29% -- not 41% --](#) of Lifeline customers that were enrolled in the program as of June 2012 were de-enrolled at the conclusion of the 2012 Lifeline Recertification Process. The FCC concluded that a non-response to a recertification request does not indicate that a subscriber was ineligible at the time of enrollment or at the time of the annual recertification.

For more information on the Lifeline Program, visit <http://www.lifelineconnects.org/>





June 03, 2013

## Setting the record straight on the FCC Lifeline program

By Jessica J. González

Much has been made in the media over the Federal Communications Commission's Lifeline program, which helps make telephone service more affordable for poor families. Most of the media coverage, however, has been slanted and misleading.

Last month I testified at a hearing before the House Energy and Commerce's subcommittee on Communications and Technology titled "The Lifeline Fund: Money Well Spent?" My testimony provided a factual account of the history of the Lifeline program and the ways in which it is bettering lives today.

Lifeline has an important goal: to ensure that all people have access to affordable communications. Lifeline is a treasured tool that achieves broad societal objectives such as upward mobility. It positively and directly affects our economy, employment, healthcare, public safety, strong families, civic participation and education.

The idea that we, as a country, should remove barriers so that all people can access communications is not new. In fact, the concept of universal service can be traced back to the Postal Act of 1792. Lifeline's roots are in the Reagan FCC, which created Lifeline at the behest of a bipartisan group of congressman and senators.

In the Telecom Act of 1996, Congress further codified the concept by establishing the Universal Service Fund (USF), stating that "[c]onsumers in all regions of the Nation, including low-income consumers and those in rural, insular, and high cost areas, should have access to telecommunications and information services." And in the aftermath of Hurricane Katrina, the Bush FCC used USF monies to support prepaid wireless services and ensure that those displaced by the storm were able to stay connected. Later the Bush FCC expanded prepaid wireless Lifeline beyond Katrina victims.

Lifeline now provides phone service to millions of people. Who are these people? According to one provider, most have a household income of less than \$15,000 per year. Nearly a third are over the age of 55 and more than one-third are disabled.

Stories in the media of corporate abuse for profit have drowned out the stories of the very real people that use Lifeline as a tool to improve their lives and move away from government assistance — for instance, the story of a disabled mother from Tennessee caring for a child with Down syndrome, who said “It gives me peace of mind to know that I can always call for help.” Or the story of a veteran and double amputee, who uses wireless Lifeline to coordinate his doctor appointments and communicate with family while away from home; of a single father who was laid off but secured a new job in just a few months using his Lifeline; a pediatrician in Boston, who treats fragile children living in shelters, public housing and on the streets — she can monitor those children because of wireless Lifeline service; a mental health therapist in Baltimore, who explained that Lifeline could have helped when one of her third-grade clients attempted suicide at school. His mother had no phone and was difficult to reach that day.

I think you get the picture. The vast majority of Lifeline recipients are grateful seniors, deserving veterans and folks who are going through the hardest times of their lives — facing job losses, illnesses, disability and family tragedies. Lifeline enables the most vulnerable members of our society with access to 9-1-1 emergency services, the cellular AMBER Alert notifications and the emerging wireless emergency broadcast system Personal Localized Alerting Network (PLAN) that saved lives during Hurricane Sandy. For these people, Lifeline literally lives up to its name and must continue.

Many respected leaders in Washington, D.C., are rightly concerned about protecting the program from fraud, waste and abuse. Included in that group are some very smart and capable people at the FCC, including Acting Chairwoman Mignon Clyburn. The FCC has instituted sweeping reforms to the program so that the fund reaches its intended recipients. The FCC is to be congratulated for its ongoing oversight and protection of this vital service.

At the end of the day, Lifeline is creating a pathway out of poverty. It is the ultimate government service because it is helping people help themselves.

*González is the vice president of policy and legal affairs for the National Hispanic Media Coalition (NHMC), a nonprofit civil rights and media advocacy organization.*

## Lifeline Reform 2.0

The Lifeline Connects Coalition Proposals to the FCC

The Federal Communications Commission's 2012 reforms to the Lifeline program have effectively reduced waste, fraud and abuse while producing significant cost savings. In June 2013, the Commission adopted additional reforms necessary to preserve the program. And yet, there is still more that can be done. Last year, we proposed a comprehensive package of reforms, dubbed "Lifeline Reform 2.0." Following comments submitted to the Commission, we advanced proposals that had garnered widespread support, especially among wireless Lifeline service providers. With the passage of time and the introduction of the National Lifeline Accountability Database ("NLAD") that now includes the identity verification component for which we had advocated, the Coalition now proposes the following revised package of key reforms.

The Coalition proposes six core measures that serve as the centerpiece of its reform package, including:

1. **Retaining copies of proof of eligibility documentation, subject to appropriate privacy safeguards**
2. **Establishing minimum standards for state Lifeline eligibility databases similar to the minimum standards that the FCC established for state duplicates databases**
  - a. Real-time API access to data
  - b. Updated in a timely fashion, which ideally would be real-time or within 24-hours
  - c. Simple yes/no response without access to underlying data (to address privacy concerns)
  - d. Match based on last name, date of birth and last four digits of the applicant's social security number (no address-related field)
  - e. Efficient exceptions and dispute resolution process
  - f. Provide access to the Commission and USAC for audit purposes
3. **Establishing a safe harbor from enforcement action for alleged duplicate enrollments for any Lifeline subscribers that have been submitted to the NLAD or a similar state database**
4. **Requiring non-commission based review and approval of enrollments, regardless of where the enrollment takes place**



## Lifeline Reform 2.0

The Lifeline Connects Coalition Proposals to the FCC

5. **Establishing a “shot clock” time period for FCC review and approval of petitions for ETC designation, compliance plans and to complete audits**
6. **Allowing wireless reseller ETCs to define service territory based on zip codes of underlying carrier coverage and disassociating wireless ETC service territory from wireline carrier territories like exchanges and wire centers**

The Coalition’s Lifeline Reform 2.0 reform package will complement the FCC’s important and effective 2012 and 2013 reform efforts by eliminating the ability of individuals to exploit gaps that presently exist among ETCs subject to varying regulatory obligations or whose business practices may not reflect current best practices to reduce waste, fraud and abuse. In addition, the reforms will provide regulatory stability for a healthy and competitive ETC ecosystem and in turn benefit Lifeline-eligible consumers by ensuring that Lifeline benefits are not denied due to deficient state databases and by providing a regulatory environment conducive to competition, investment and the advancement of Lifeline to broadband.



# NEWS

**Federal Communications Commission**  
**445 12<sup>th</sup> Street, S.W.**  
**Washington, D. C. 20554**

**News Media Information 202 / 418-0500**  
**Internet: <http://www.fcc.gov>**  
**TTY: 1-888-835-5322**

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

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FOR IMMEDIATE RELEASE:  
April 3, 2014

NEWS MEDIA CONTACT:  
Mark Wigfield, 202-418-0253  
E-mail: [Mark.Wigfield@fcc.gov](mailto:Mark.Wigfield@fcc.gov)

## **NATIONAL LIFELINE ACCOUNTABILITY DATABASE UP AND RUNNING**

***Database Key to FCC Efforts to Eliminate Waste, Fraud and Abuse from Lifeline***

***Bureau Also Releases New Audit Requirements for Large Lifeline Providers***

**Washington, D.C.** – The Federal Communications Commission has launched a database designed to eliminate waste from duplicative subscriptions in the Lifeline phone service subsidy program nationwide. The National Lifeline Accountability Database, a cornerstone of the FCC's comprehensive efforts to combat waste fraud and abuse in the Lifeline program, already has identified \$169 million in annualized savings by flagging existing duplicates for elimination while preventing enrollment of new duplicates.

"The National Lifeline Accountability Database makes smart use of technology to help prevent waste, fraud and abuse," said FCC Chairman Tom Wheeler. "The database is preventing new duplicates and has rooted out remaining ones. I commend the industry for working with us to implement this effective solution to eliminating wasteful duplicates."

Launched in 1985, Lifeline provides subsidies to make basic phone service – and the access it provides to jobs, family and emergency services – more affordable for low-income consumers. To preserve and improve Lifeline, the FCC in 2012 reformed and modernized the program to increase fiscal responsibility and toughen oversight of fast-growing subscriptions to mobile service.

Key to these reforms was eliminating duplicate subscriptions through use of an automated database. Now that the database is on-line, no Lifeline provider can enroll a new subscriber without first confirming that the subscriber's household doesn't already receive Lifeline service. Implementation of the database has been a joint effort by the FCC, the fund's administrator—USAC—and the industry. Subscriber information has been loaded into the database by USAC in stages over recent months.

Separately, the FCC yesterday released guidelines governing a new regimen of independent audits that Lifeline providers receiving \$5 million or more a year from the program must conduct every two years. These comprehensive audits are in addition to the regular audits conducted by the program administrator. A list of providers covered by this new audit requirement is in Attachment 2 of the guidelines, which is available at <http://www.fcc.gov/document/release-final-lifeline-biennial-audit-plan-announced>.

The FCC began tackling the duplicates problem in mid-2011 by first clarifying that Lifeline subscriptions are limited to one per household, and directing USAC to manually scrub subscriber roles, state-by-state. That process has resulted in \$269 million in annualized savings during development of the database.

Overall, the comprehensive reform package from 2012 is on track to save \$2 billion through elimination of duplicates, tightened eligibility review, increased oversight of providers, elimination of unnecessary subsidies for initial phone connections, and more.

-FCC-

**FOR IMMEDIATE RELEASE:**  
**April 7, 2014**

**News Media Contact:**

Josh Guyan  
Kelley, Drye & Warren LLP  
jguyan@kelleydrye.com  
202.342.8566

**LIFELINE CONNECTS COALITION APPLAUDS LAUNCH OF NATIONAL LIFELINE  
ACCOUNTABILITY DATABASE**

**Database is Key Element to Reform Efforts and Protecting the Integrity of the  
Program**

**Washington, D.C.** – Lifeline Connects, a coalition of eligible telecommunications carriers committed to advancing the Federal Communications Commission's (FCC's) goal of preserving the integrity of the Lifeline Low-Income program, today released the following statement on the FCC's launch of the National Lifeline Accountability Database, also known as the NLAD or "No Duplicates" database.

"We applaud the FCC's efforts to successfully implement the NLAD, as we believe it serves as an important tool in restoring faith in the Lifeline program, service providers and those individuals that rely on the valuable service that Lifeline offers."

"We are pleased to have collaborated with the FCC on the database's implementation and look forward to moving beyond the misconceptions of the program to focus on improving the circumstances of those experiencing financial hardship by keeping them connected to potential employers, healthcare providers, family and emergency services."

As supporters of Lifeline reform efforts, the Lifeline Connects Coalition has an impressive 99.5 percent average success rate in preventing intra-company duplicate enrollments. In advance of the NLAD, coalition members, along with more than 20 other Lifeline service providers, voluntarily pooled their subscriber data to prevent inter-company duplicate subscribers. These efforts resulted in blocking one out of every ten enrollment attempts, as the database found the applicant to already be receiving a Lifeline benefit. The Coalition's voluntary prevention efforts prevented over 375,000 duplicate enrollment attempts, which equates to savings to the Lifeline program of \$4.2 million per month (or \$50 million annually).

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**About Lifeline Connects**

Lifeline Connects is a coalition of telecommunications service providers that believe that all Americans deserve access to affordable telephone service.



**Statement of  
Tom Wheeler  
Chairman  
Federal Communications Commission**

**Before the  
Subcommittee on Communications and Technology  
Committee on Energy and Commerce  
U.S. House of Representatives**

**Hearing on  
“Oversight of the Federal Communications Commission”**

**May 20, 2014**

**(excerpted)**

**III. PROTECTING THE NETWORK COMPACT**

Changes in technology may occasion reviews of our rules, but they do not change the rights of users or the responsibilities of network providers. This civil bond between network providers and users has always had five components: access, consumer protection, interconnection, public safety and national security. The Commission must protect the Network Compact.

**A. Universal Service**

Universal service and accessibility are two cornerstones of the FCC's mission. Considering that access to broadband is increasingly necessary for full participation in our economy and democracy, this goal is more important than ever. Our universal service programs remain essential to ensuring consumers have access to technology – whether that's at the home, at work, in schools or libraries, or when seeking assistance from a rural healthcare clinic. The Commission must ensure that our programs keep up with the changing technologies, are well-managed and efficient, while limiting waste, fraud and abuse. And we must of course make sure that the infrastructure supported by the Commission is available to ALL, including low-income Americans, individuals living on Tribal lands, and individuals with disabilities. What most of us take for granted on a daily basis, should be available to all.



**Federal Communications Commission Low-Income Fund Reforms**  
**Lifeline Reform Order (FCC 12-11) February 6, 2012**  
**Lifeline Further Reform Order (DA 13-1441) June 25, 2013**

- Conformed the Lifeline rules to the new definition of “voice telephony service”
- Provides blanket forbearance from the “own facilities” requirement, if carriers file a Compliance Plan
- Toll Limitation Service support to be phased down and then eliminated
- New flat \$9.25 Lifeline reimbursement
- Link Up eliminated, except in Tribal areas for ETCs receiving High Cost support
- New eligibility, enrollment, certification and verification regime, including duplicates and eligibility databases; requirement to view proof of eligibility
- The 2013 Lifeline Reform Order states that ETCs may not provide an activated device for Lifeline service until the consumer’s eligibility is fully verified and all enrollment steps are completed
- As of June 1, 2012, customer eligibility depends on compliance with one-per-household requirement
  - ETCs must inform prospective customers that only one Lifeline service is available per household (marketing disclosures)
  - Lifeline application must include certification from customer that household is not already receiving a Lifeline service
- Marketing disclosures
- Two special requirements for pre-paid providers
  - Activation: no Lifeline support until the subscriber activates the service by means specified by carrier, such as outbound call
  - Usage: no Lifeline support for subscribers that have not “used” the service for 60 days
- ETCs were required to re-certify all existing customers as of June 1, 2012 by the end of 2012 and report to the FCC and USAC on January 31, 2013 (Form 555); must re-certify all subscribers annually and report by Jan. 31 for the previous year
- New ETCs will be audited by USAC within 12 months of seeking Lifeline reimbursement (by activating a Study Area Code to provide Lifeline service)
- ETCs that draw \$5 million or more annually from the Low-Income Fund must hire an independent audit firm to perform audits every 2 years

**Savings Reported by the FCC**

- February 12, 2013 News Release: 2012 savings in Lifeline program more than \$214 million; expect at least an additional \$400 million in 2013

# Lifeline Program Fundamentals

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Lifeline Connects Coalition

KELLEY  
DRYE

June 17, 2014

## What Is Lifeline?

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- A Universal Service Fund program established by the Federal Communications Commission in 1985 to make phone service affordable for low-income Americans
- Expanded to include wireless service in 2005
- Eligible Telecommunications Carriers (ETCs) receive disbursements from the Universal Service Administrative Company (USAC) for service provided to beneficiaries
  - Consumer benefit is \$9.25/month for non-Tribal residents
  - Residents of federally-recognized Tribal lands receive additional \$25/month

KELLEY  
DRYE

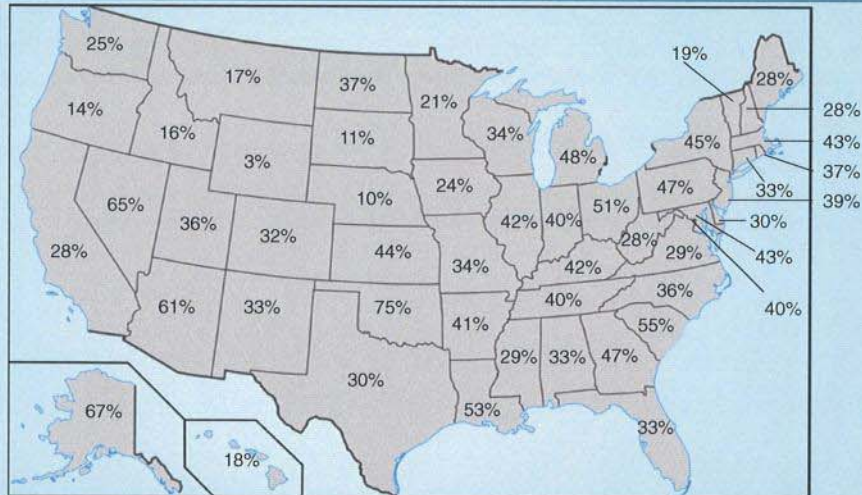
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## Who Benefits From Lifeline?

- An eligible beneficiary is someone with an income at or below 135% of the federal poverty guidelines
- Eligibility can also be determined by participation in low-income based federal assistance programs such as:
  - Medicaid
  - Supplemental Nutrition Assistance Program (SNAP)
  - Social Security Income (SSI)
  - Federal Public Housing Assistance
  - Temporary Assistance for Needy Families (TANF)
  - National School Lunch Program
  - Bureau of Indian Affairs General Assistance
- Approximately 14.2 million Lifeline subscribers, which is just under 40% of those eligible

## Approximate Lifeline Program Participation Rates by State



## How Is Lifeline Funded?

- No appropriated dollars are used to fund Lifeline
- Funding comes from the Universal Service Fund (USF)
- The USF is funded by assessing fees on service providers, which are generally passed on to customers, for the purpose of meeting universal service goals mandated by the Telecommunications Act of 1996
- Low-Income Fund \$1.8 billion in 2013 down from a high of \$2.19 billion in 2012
  - E-rate is over \$2 billion annually
  - High Cost / Connect America Fund is \$4.5 billion annually

## How Is Lifeline Provided?

- 1,577 total Lifeline ETCs
- 120 wireless Lifeline ETCs
- May 2014 disbursements 85% wireless (\$108 million out of \$127 million)
- Top wireless Lifeline providers (by number of lines):
  - 1. TracFone (SafeLink Wireless)
  - 2. Sprint/Virgin Mobile (Assurance Wireless)
  - 3. Budget Prepay
  - 4. i-wireless (Access Wireless)
  - 5. AT&T/Cricket Communications
  - 6. Telrite Corporation (Life Wireless)
  - 12. Global Connection Inc. of America (Stand Up Wireless)
  - 16. Blue Jay Wireless



## What Is Happening With Lifeline Reform?

- 2011 Notice of Proposed Rulemaking
- February 2012 Lifeline Reform Order
  - New application/certification form including collection of date of birth and last four digits of social security number
  - Annual recertification of all subscribers
  - 60-day non-usage rule
- June 2013 Handset Activation Order
- March 2014 National Lifeline Accountability Database implemented

## What Does the Industry Do To Promote the Integrity of the Program?

- Voluntary interim CGM duplicates database blocked 375,000 attempted duplicate Lifeline enrollments, saving the Low-Income Fund approximately \$4.1 million per month (\$50 million in a year)
- Lifeline Reform 2.0 Coalition proposed further reforms
  - Establishing minimum standards for state Lifeline eligibility databases
  - Requiring review and approval of enrollments by personnel not paid on a per enrollment basis
  - Retaining copies of proof of eligibility documentation, subject to appropriate privacy safeguards
  - Establishing an NLAD safe harbor from enforcement action for alleged duplicate enrollments
  - Establishing a "shot clock" time period for FCC review and approval of petitions for ETC designation, compliance plans and to complete audits
  - Allowing wireless reseller ETCs to define service territory based on zip codes of underlying carrier coverage



## Final Thoughts

- Lifeline is a critical, but underutilized, program to connect low-income communities to jobs, family, healthcare and emergency services
- Additional reforms can make Lifeline even stronger, but with the recent reforms, including the duplicates database, the Lifeline program is on strong and stable footing, and ready to transition to a broadband future